



Mexico - Market Update – Q1 2024

LEISURE & CORPORATE SALES

- Mexico City have the only call center in the Americas of “American Express TLS” where we can still see the travel consultants and where we have a couple of activities every year. This office serves Platinum and Centurion cardholders in Mexico and Argentina, IDC = International Dollar Card, after hours (They answer calls from some countries after their work hours such as Asia and Spain)
End of April a new team called “Eagle” begins to operate. These agents will serve Platinum cardholders who live in the United States, which is why this office is VERY important and hotels should consider participating in the AMEX TLS Show Case in October, they must be registered directly from the AMEX TLS website (Every time your property is part of their programs= Fine Hotels & Resorts AND The Hotel Collection)
- Japan remains a hotspot as well as Africa for Mexicans (Mainly for Honeymooners) and trips to the United States has increased due to the exchange rate of the Mexican peso vs. the Dollar.
- Due to the direct flight Aeromexico Airlines launched recently to South Korea, Mexicans are starting to travel to that City and incorporate it into their itineraries to Asia.
- Europe remains strong for the summer BUT Mexicans are not willing to pay the tighter rates that did in Europe last year, clients are taking care of their budgets. This year Mexicans will pay for a fee to enter to Europe, this does not seem to be a factor that will affect the decision of travellers according to my clients comments.
- Family trips are so important for Mexicans, agents ask for support to add more information in the GDS about connecting rooms as they find it hard and challenging to quote these requests (Families from up to 8 members).
- As of January 8, the number of flights at the Mexico City Benito Juárez International Airport has been reduced from 52 to 43 per hour, this will have serious consequences for connectivity and prices for travelers.
- Boom in tourists from the USA in Costa Rica due to more air connections, In 2023, Costa Rica will reach 2.5 million tourists. It is its record, an increase of 16 percent over last year. 1,750,000 tourists were from the United States, which in commercial terms is highly interesting. This is the result of improved air connections, which now allow direct flights not only to New York and Miami, as was usual, but also to places like Saint Louis, Austin or Cleveland.
- Aeroméxico airlines has made adjustments to its flight schedule, in line with decisions made together with its partner Delta Airlines. These changes affect several routes, including some departures from Guadalajara and Monterrey Cities to destinations in the United States. For example, service between Guadalajara and Detroit will have its last flight on March 31, 2024, while flights scheduled to resume between Monterrey and Los Angeles, as well as between Monterrey and New York JFK starting May 16, 2024, have been cancelled.

Contact for this market is Karina Blanchet based in Mexico City
kblanchet@preferredhotels.com